WHAT IS CLAIMED IS:

1. A method for conducting a transaction, comprising:

presenting a plurality of gift sets to a purchaser, each gift set comprising a plurality of articles;

receiving a selection from the purchaser, the selection comprising at least one of the plurality of gift sets;

receiving identification information regarding a recipient of the gift set;

issuing a notification to the recipient, the notification including a unique identifier; and

scheduling delivery of the selection to the recipient, if the recipient accepts the gift set.

2. The method of Claim 1, further comprising allowing the recipient to select an alternative item if the recipient rejects the selection.

3. The method of Claim 1, wherein each gift set may be customized according to a plurality of specific criteria, and further comprising receiving at least one of the specific criteria regarding the selection, from the purchaser.

4. The method of Claim 1, wherein each gift set may be customized according to a plurality of specific criteria, and further comprising receiving at least one of the specific criteria regarding the selection, from the recipient.

5.   The method of Claim 1, further comprising issuing the notification to the recipient via electronic mail.

6.   The method of Claim 5, wherein the notification includes a hyperlink to a virtual showroom and wherein the recipient may accept or reject the gift set by communicating with the virtual showroom.

7.   The method of Claim 2, further comprising charging the recipient for at least a portion of a price difference between the alternative item and the selection.

8.   The method of Claim 2, further comprising charging the purchaser for at least a portion of a price difference between the alternative item and the selection.

9.   The method of Claim 1, further comprising issuing a confirmation message to the recipient confirming the selection and specific criteria regarding the selection.

10.   The method of Claim 1, further comprising issuing a confirmation message to the purchaser confirming the selection and specific criteria regarding the selection.

11. A computer readable medium encoded with logic operable to:

present a plurality of gift sets to a purchaser, each gift set comprising a plurality of articles;

receive a selection from the purchaser, the selection comprising at least one of the plurality of gift sets;

receive identification information regarding a recipient of the gift set;

issue a notification to the recipient, the notification including a unique identifier; and

schedule delivery of the selection to the recipient, if the recipient accepts the gift set.

12. The computer readable medium of Claim 11, wherein the logic is further operable to allow the recipient to select an alternative item if the recipient rejects the selection.

13. The computer readable medium of Claim 11, wherein the logic is further operable to issue the notification to the recipient via electronic mail.

14. The computer readable medium of Claim 11, wherein the logic is further operable to issue a confirmation message to the purchaser confirming the selection and specific criteria regarding the selection.

15. The computer readable medium of Claim 11, wherein the logic is further operable to issue a confirmation message to the recipient confirming the selection and specific criteria regarding the selection.

16.  A system, comprising:

means for presenting a plurality of gift sets to a purchaser, each gift set comprising a plurality of articles;

means for receiving a selection from the purchaser, the selection comprising at least one of the plurality of gift sets;

means for receiving identification information regarding a recipient of the gift set;

means for issuing a notification to the recipient, the notification including a unique identifier; and

means for scheduling delivery of the selection to the recipient, if the recipient accepts the gift set.

17.  The system of Claim 16, further comprising means for allowing the recipient to select an alternative item if the recipient rejects the selection.

18.  The system of Claim 16, further comprising means for issuing the notification to the recipient via electronic mail.

19.  The system of Claim 16, further comprising means for issuing a confirmation message to the recipient confirming the selection and specific criteria regarding the selection.

20.  The system of Claim 16, further comprising means for issuing a confirmation message to the purchaser confirming the selection and specific criteria regarding the selection.